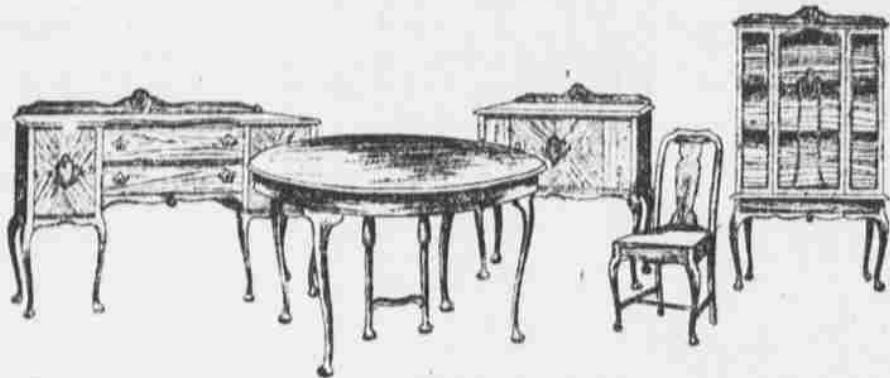


Koch Prices Make Downtown Shopping an Extravagance

KOCH & CO.
Established 1860
125th Street West

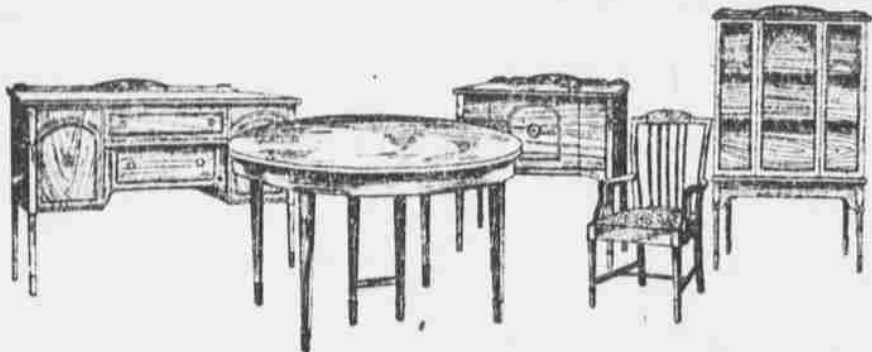
Greatly Reduced Prices on Famous Limbert Dining Suites

Furniture de Luxe, made by artist craftsmen,
and unexcelled in construction and finish



This \$800.00 Dining-Room Suite—10 Pieces

American Walnut, dustproof construction; mahogany interior. Buffet, 66 inches long; 54-inch Top Table, extends to 8 feet; China Closet and Cabinet Serving-Table in proportion. Five Chairs and one Arm Chair, upholstered in tapestry. **\$697**



This \$765.00 Dining-Room Suite—10 Pieces

Antique Mahogany, dustproof construction; mahogany interior. Buffet 66 inches long; 54-inch Top Table, extends to 8 feet; China Closet and Cabinet Serving-Table in proportion; Five Chairs and one Arm Chair, upholstered in tapestry. **\$685**

22 other Sample Dining-Room Suites sharply reduced

The Koch Plan of Deferred Payments

gives the full benefit of the KOCH Lowest-in-the-City Prices on

FURNITURE AND RUGS

to all worthy of confidence who find it convenient to settle for their selections in weekly or monthly amounts. Inquire 5th Floor.

STORE OPEN 9 A. M. TO 5 P. M.

HEARN
Fourteenth Street West of Fifth Avenue



New Bathing Dresses

Your dip in the surf or your sun bath on the beach will be much the pleasanter for wearing one of these charming new bathing dresses, now offered at such attractively low prices.

Pictured A—Taffeta bathing dresses in navy and black **13.50**
our reg. \$18.24

Pictured C—Satin bathing dress braided in white **7.50**
our reg. \$10.50

Pictured B—Black satin bathing dress—another model in poplin stitched in colored wools. **8.75**
our reg. \$12.74

Pictured D—Black satin and taffeta bathing dress with colored stitching... **9.95**
our reg. \$13.50

See Page 8 for Other Hearn Advertising.

STORE OPEN 9 A. M. to 5 P. M.

HEARN
Fourteenth Street West of Fifth Avenue



VACATION APPAREL FOR EVERY MEMBER OF THE FAMILY

at savings that give a happy send-off for the holidays.

THE varied selection and styling shown in our great stocks of summer apparel is of rare advantage in choosing your vacation wardrobe. These prices are proof of the superiority of our values.

Cool, Charming Dresses For Women and Misses

Special Purchase—Voile Dresses in dainty light shades, striped and dotted, or in navy blue are prettily styled in numerous effects and are made by one of the best manufacturers; practical dresses of gray voile are also to be had at this price—sizes for women and misses—our reg. **5.50**
\$8.75 and \$9.75

Flowered Voile Dresses, and dotted voile dresses, attractively trimmed with lace and made on long lines, come in sizes for women—our reg. **12.75**
\$18.75

Flowered and Plain Voile Dresses in more elaborate styles, showing pleatings, satin bandings, girdles, sashes or fine vestees, may be chosen from a large assortment—sizes for women—our reg. **16.50**
\$22.75 and \$24.75

Pongee Dresses, delightful for dress and sports, come in embroidered and Eton overblouse styles with accordion pleated skirts—sizes for women and misses—our reg. **26.75**
\$39.75

Tricolette Dresses for sport and dress wear in a variety of light shades and combinations of white with colors, are remarkably good value at this special price—sizes for women—Special **17.50**

Tricolette Dresses for smart afternoon wear at resorts or in town make use of plain, drop stitch and mignonette weaves to achieve new and striking models—Special **39.75**

Voile Dresses, with dainty white collars, come in orchid, pink, maize, blue and Nile—Smart little dresses of gingham and ramie may be had for this price also—sizes for misses—Special **7.75**

Organdie Dresses—charmingly styled, crisply bouffant and delicately colored come in many pretty models at this low price—sizes for women and misses—our reg. **18.50**
\$29.75

Finer Organdie Dresses to **42.75**

Summer Suits For Women and Misses

Shantung Suits in finely tailored models showing Tuxedo and button coats come in sizes for women and misses—our reg. **25.50**
\$36.75

Finer Shantung Suits in embroidered and strictly tailored models to **49.75**

Pure Linen Suits—extremely well made and carefully finished—in blue, oyster white, natural, orchid, pink and leather—our reg. **19.75**
\$27.75

Sport Skirts

A good selection of sport satin and crepe skirts in white, flesh and rose—come in sizes for women and misses—our regular **12.75**

Summer Millinery

Les Chapeaux Charmants are showing effective new hats for women and misses in taffeta, Georgettes and other materials at Hearn's specialized price **5.77**

New Hats for Dress and Sport Wear in maline, taffeta, horsehair and taffeta combined with duvetyne—are exquisitely trimmed with flowers, ostrich and other feathers, embroideries and ribbon—our regular **10.00**
\$12.50 and \$15.00

Hats for Young Girls are of fancy straw and hand made shapes, simply but charmingly trimmed with flowers and ribbon—our regular **3.97**
\$6.50 and \$7.50

Milan Hats for Girls—are in large and small sizes and rolling or mushroom shapes, trimmed with ribbon bands and streamers—our regular **2.75**
\$3.95 and \$4.94

New Georgette Blouses

Tuck-in, tie-on and overblouse styles in endless variety offer unlimited choice of lovely blouses—Many are exquisitely trimmed with Val., Venice or real filet lace—our reg. **11.47**
\$14.97

Sweaters Of Silk and Wool

Women's Zephyr Wool Sweaters offer a large assortment of tuxedo and button styles in a variety of attractive models, plain or with contrasting trimming, in smart novelty weaves—our reg. **8.84**
\$11.48

Women's Fibre Silk Sweaters in a tuxedo model with revers and cuffs in novelty weave. Colors are sand, turquoise, coral, purple and navy—our reg. **16.84**
\$21.94

Babies' Things

Little Tots' Fine White Dresses of colored and flowered voiles in empire and waisted models—in sizes to 6 years—our reg. **2.00**
\$2.87 and \$3.47

Little Tots' Knitted Wool Bathing Suits in V-neck and sailor collar styles, in pretty shades of cardinal, navy, oxford, rose, Copenhagen—sizes 2 to 6—our reg. **3.74**
\$4.97

Babies' Lawn Caps—with turn-back of lace and embroidery—sizes 6 mos. to 3 years—our reg. **.50**
.68

Little Tots' Washable Hats and Sunbonnets—sizes to 6 years—our reg. **.78**
.97

Vacation Togs For Boys and Girls

Misses' and Girls' Smocks—new blue, and rose ramie linen and tan crash—elaborately embroidered with worsted in newest sport styles—sizes 12 to 20—our reg. **1.88**
\$3.48 and \$3.74

Girls' Navy Blue Serge Skirts are all wool and full pleated, with or without white cambric bodies—our reg. **2.92**
\$3.94

Little Boys' Washable Suits—Middy, Dutch, Junior Norfolk and frock styles, in all white, colors and combinations of white with colors—come in plain and pleated models, trimmed with banding or embroidery—Sizes 2 to 8 years—our reg. **3.00**
\$3.96

Boys' Pa'm Beach Suits—tan, olive and several shades of gray in plain colors and novelty stripes—belted and some are in pleated styles—Sizes 7 to 18 years—our reg. **7.65**
\$9.74

Things a Man Needs

Men's White All Wool Flannel Trousers—in complete range of sizes and lengths—our reg. **12.00**
\$13.95

Men's White Shirts with Collars Attached—in Summer weight oxford and other fabrics—come in all sizes—our reg. **2.50-3.50**
\$2.95 and \$3.95

Men's Suits—Well tailored suits in single and double breasted styles, in plain colors, mixtures and pencil stripes—our reg. **39.50**
\$50 and \$55

our reg. \$60 and \$79.50 **49.50**
Men's Fine Caps in a particularly fine assortment of tweeds and light and dark colors—our reg. **1.78**
\$2.45

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